

# **Tobacco Education and Research Oversight Committee (TEROC) Master Plan Evaluation Meeting Agenda**

**July 19, 2004  
10:00 a.m. – 4:30 p.m.**

**Oakland Airport Hilton  
1 Hegenberger Road**

10:00 – 10:15	<p>Welcome and Agenda Review</p> <p><u>Background:</u> We are now half way through the three-year Master Plan (MP), <i>The Myth of Victory</i>. The purpose of this meeting is to review our progress in meeting MP objectives, discuss priorities for TEROC to address, and reflect on our role and effect toward achieving a commercial tobacco-free California.</p>	Kirk Kleinschmidt
10:15 – 12:00	<p>Review six objectives</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"><li>• Brainstorm successes and failures in meeting objectives.</li><li>• Identify barriers/opportunity toward meeting objectives.</li></ul>	Kirk Kleinschmidt
12:00 – 1:00	<p>TEROC structure</p> <p><u>Expected outcome:</u></p> <ul style="list-style-type: none"><li>• Discuss the creation of committees and/or task forces.</li><li>• Discuss frequency of meetings, meeting agendas, new report format, and staffing.</li></ul>	Kirk Kleinschmidt
1:00 – 2:15	<p>Local Lead Agency (LLA) funding formula</p> <p><u>Background:</u> The current legislatively-mandated LLA funding formula is based on outdated 1989 demographic statistics, and several counties are significantly under-funded for their population size. The Project Directors Association (PDA), in consultation with the Tobacco Control Section, has worked over the past three years to assess LLA funding formula issues and to determine a more equitable allocation method. The PDA reached consensus on a population-based method, which was presented at the June 1, 2004, TEROC meeting. Additional information was requested on the proposed funding method.</p>	Kirk Kleinschmidt Jack Miller

Expected outcome:

- Learn about findings of other questions asked in the LLA survey, such as what interventions and outcomes would be achieved with additional funding?
- Learn additional details about the PDA proposal – What were the other options considered and why were they disregarded? What are the details of the TCS-recommended changes to the (“elegant”) formula proposed?
- Discuss TEROc position on the PDA proposal.

2:15 – 2:30

Break

2:30 – 3:30

Cessation Policy

Traci Verardo

Background:

Over the last year and a half we have heard cessation reports from the Quit Line, Medi-Cal fee-for-service and managed care, and the California Tobacco Control Alliance.

Expected Outcome:

- Member discussion on policy recommendations for improving access to cessation services in California.

3:30 – 4:30

Wrap up

Kirk Kleinschmidt

Expected outcome:

- Review decisions and actions.
- Discuss next steps, as needed.

4:30

Adjourn

Next TEROc Meeting: August 31, 2004, Sacramento

*For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or email [kjerauld@dhs.ca.gov](mailto:kjerauld@dhs.ca.gov)*